

ORDER



Orders

Order / Rev: 705598

Alt Order #: 06268904

Product Desc: NRCC IE

Estimate: 2979

Flight Dates: 10/26/12 - 11/06/12

Original Date / Rev: 08/09/12 / 08/09/12

Order Type: Political

KXTV

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: National Media Research Planning

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: National Republican Cong. Committee

Demographic: A35-64

Product Codes: IS-Issue/Ballot,IS-Issue/Non

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	10	\$8,930.00	\$7,590.50
10/29/12	11/06/12	43	\$40,330.00	\$34,280.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$8,930.00	\$7,590.50	11.70
November 2012	43	\$40,330.00	\$34,280.50	51.80
Totals	53	\$49,260.00	\$41,871.00	63.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	17%	\$49,260.00
Market	100%	\$289,764.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	15%	\$43,464.71
KFTL	0%	\$0.00
KMAX	7%	\$20,283.53
KOVR	30%	\$86,929.41
KQCA	6%	\$17,385.88
KSPX	0%	\$0.00
KTXL	25%	\$72,441.18
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	10/30/12	10/30/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	-T-----	:30	1	\$300.00	P-3	0.50	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-T-----	1		\$300.00	0.50							
E 2	KXTV	10/31/12	10/31/12		CM	5-6a	--W----	:30	1	\$300.00	P-3	0.50	NM	1	\$300.00

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5-6am News10 Good Morning @ 5am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1		\$300.00			0.50			
E 3	KXTV	11/01/12	11/01/12	M-F 5-6am	CM	5-6a ---T---	:30	1	\$300.00	P-3	0.50	NM	1	\$300.00
News10 Good Morning @ 5am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1		\$300.00			0.50			
E 4	KXTV	10/26/12	10/26/12	M-F 5-6am	CM	5-6a ----F--	:30	1	\$300.00	P-3	0.50	NM	1	\$300.00
News10 Good Morning @ 5am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--		1		\$300.00			0.50			
E 5	KXTV	11/05/12	11/05/12	M-F 5-6am	CM	5-6a M-----	:30	1	\$300.00	P-3	0.50	NM	1	\$300.00
News10 Good Morning @ 5am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1		\$300.00			0.50			
E 6	KXTV	11/06/12	11/06/12	M-F 5-6am	CM	5-6a -T-----	:30	1	\$300.00	P-3	0.50	NM	1	\$300.00
News10 Good Morning @ 5am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1		\$300.00			0.50			
E 7	KXTV	11/02/12	11/02/12	M-F 5-6am	CM	5-6a ----F--	:30	1	\$300.00	P-3	0.50	NM	1	\$300.00
News10 Good Morning @ 5am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1		\$300.00			0.50			
E 8	KXTV	10/29/12	10/29/12	M-F 6-7am	CM	6-7a M-----	:30	1	\$600.00	P-3	0.80	NM	1	\$600.00
News10 Good Morning @ 6am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1		\$600.00			0.80			
E 9	KXTV	10/30/12	10/30/12	M-F 6-7am	CM	6-7a -T-----	:30	1	\$600.00	P-3	0.80	NM	1	\$600.00
News10 Good Morning @ 6am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----		1		\$600.00			0.80			
E 10	KXTV	10/31/12	10/31/12	M-F 6-7am	CM	6-7a --W----	:30	1	\$600.00	P-3	0.80	NM	1	\$600.00
News10 Good Morning @ 6am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1		\$600.00			0.80			
E 11	KXTV	11/01/12	11/01/12	M-F 6-7am	CM	6-7a ---T---	:30	1	\$600.00	P-3	0.80	NM	1	\$600.00
News10 Good Morning @ 6am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1		\$600.00			0.80			
E 12	KXTV	10/26/12	10/26/12	M-F 6-7am	CM	6-7a ----F--	:30	1	\$600.00	P-3	0.80	NM	1	\$600.00
News10 Good Morning @ 6am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--		1		\$600.00			0.80			
E 13	KXTV	11/05/12	11/05/12	M-F 6-7am	CM	6-7a M-----	:30	1	\$600.00	P-3	0.80	NM	1	\$600.00
News10 Good Morning @ 6am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1		\$600.00			0.80			
E 14	KXTV	11/06/12	11/06/12	M-F 6-7am	CM	6-7a -T-----	:30	1	\$600.00	P-3	0.80	NM	1	\$600.00
News10 Good Morning @ 6am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1		\$600.00			0.80			
E 15	KXTV	11/02/12	11/02/12	M-F 6-7am	CM	6-7a ----F--	:30	1	\$600.00	P-3	0.80	NM	1	\$600.00
News10 Good Morning @ 6am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1		\$600.00			0.80			
E 16	KXTV	10/29/12	10/29/12	M-F 7-9am	CM	7-9a M-----	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
GMA 7-9am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KXTV	10/29/12	10/29/12	M-F 7-9am GMA 7-9am	CM	7-9a	M-----	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$825.00		1.10			
E 17	KXTV	10/30/12	10/30/12	M-F 7-9am GMA 7-9am	CM	7-9a	-T-----	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					2	\$825.00		1.10			
E 18	KXTV	10/31/12	10/31/12	M-F 7-9am GMA 7-9am	CM	7-9a	--W----	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					2	\$825.00		1.10			
E 19	KXTV	11/01/12	11/01/12	M-F 7-9am GMA 7-9am	CM	7-9a	---T---	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					2	\$825.00		1.10			
E 20	KXTV	10/26/12	10/26/12	M-F 7-9am GMA 7-9am	CM	7-9a	----F--	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$825.00		1.10			
E 21	KXTV	11/05/12	11/05/12	M-F 7-9am GMA 7-9am	CM	7-9a	M-----	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$825.00		1.10			
E 22	KXTV	11/06/12	11/06/12	M-F 7-9am GMA 7-9am	CM	7-9a	-T-----	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					2	\$825.00		1.10			
E 23	KXTV	11/02/12	11/02/12	M-F 7-9am GMA 7-9am	CM	7-9a	----F--	:30	2	\$825.00	P-3	1.10	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					2	\$825.00		1.10			
E 24	KXTV	10/27/12	10/27/12	Sat 7-8a Good Morning America	CM	7-8a	-----S-	:30	1	\$640.00	P-3	0.70	NM	1	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$640.00		0.70			
E 25	KXTV	11/03/12	11/03/12	Sat 7-8a Good Morning America	CM	7-8a	-----S-	:30	1	\$640.00	P-3	0.70	NM	1	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$640.00		0.70			
E 26	KXTV	10/28/12	10/28/12	Sun News 8-9a News10 Sun @ 8a	CM	8-9a	-----S	:30	1	\$565.00	P-3	1.10	NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$565.00		1.10			
E 27	KXTV	11/04/12	11/04/12	Sun News 8-9a News10 Sun @ 8a	CM	8-9a	-----S	:30	1	\$565.00	P-3	1.10	NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$565.00		1.10			
E 28	KXTV	10/28/12	10/28/12	News10 @ 5pm Sun News10 @ 5pm Sun	CM	5-530p	-----S	:30	1	\$675.00	P-4	0.70	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$675.00		0.70			
E 29	KXTV	11/04/12	11/04/12	News10 @ 5pm Sun News10 @ 5pm Sun	CM	5-530p	-----S	:30	1	\$675.00	P-4	0.70	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$675.00		0.70			
E 30	KXTV	10/29/12	10/29/12	M-F 630-7p Jeopardy	CM	630-7p	M-----	:30	1	\$2,500.00	P-4	2.50	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 30	KXTV	10/29/12	10/29/12	M-F 630-7p Jeopardy	CM	630-7p	M-----	:30	1	\$2,500.00	P-4	2.50	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$2,500.00		2.50			
E 31	KXTV	11/05/12	11/05/12	M-F 630-7p Jeopardy	CM	630-7p	M-----	:30	1	\$2,500.00	P-4	2.50	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		2.50			
E 32	KXTV	11/02/12	11/02/12	M-F 630-7p Jeopardy	CM	630-7p	----F--	:30	1	\$2,500.00	P-4	2.50	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$2,500.00		2.50			
E 33	KXTV	10/31/12	10/31/12	Wed Prime A Middle/Suburgatory	CM	8-9p	--W----	:30	1	\$2,400.00	P-4	3.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$2,400.00		3.00			
E 34	KXTV	10/29/12	10/29/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	M-----	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,500.00		2.00			
E 35	KXTV	10/30/12	10/30/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	-T-----	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,500.00		2.00			
E 36	KXTV	10/31/12	10/31/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	--W----	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,500.00		2.00			
E 37	KXTV	11/01/12	11/01/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	---T---	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,500.00		2.00			
E 38	KXTV	10/26/12	10/26/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	----F--	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,500.00		2.00			
E 39	KXTV	11/05/12	11/05/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	M-----	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,500.00		2.00			
E 40	KXTV	11/02/12	11/02/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	----F--	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,500.00		2.00			
E 41	KXTV	10/27/12	10/27/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	-----S-	:30	1	\$1,500.00	P-3	1.70	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,500.00		1.70			
E 42	KXTV	10/28/12	10/28/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	-----S	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,500.00		2.00			
E 43	KXTV	11/04/12	11/04/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	-----S	:30	1	\$1,500.00	P-3	2.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,500.00		2.00			
E 44	KXTV	11/01/12	11/01/12	M-F 107xm-139xm M-F 107x-139x	CM	107am-139am	---T---	:30	1	\$250.00	P-3	0.40	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 705598
 Alt Order #: 06268904
 Flight Dates: 10/26/12 - 11/06/12

Advertiser: National Republican Cong. Committee
 Product Desc: NRCC IE
 Estimate: 2979

KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 44	KXTV	11/01/12	11/01/12	M-F 107xm-139xm M-F 107x-139x	CM	107am-139am	---T---	:30	1	\$250.00	P-3	0.40	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$250.00		0.40						
E 45	KXTV	11/05/12	11/05/12	M-F 107xm-139xm M-F 107x-139x	CM	107am-139am	M-----	:30	1	\$250.00	P-3	0.40	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$250.00		0.40						
													Totals	53	\$49,260.00